

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2016/2017

BMK 3074 – GLOBAL MARKETING

(All sections / Groups)

25 FEBRUARY 2017

2.30 p.m - 4.30 p.m

(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 2 pages including cover page with 5 Questions only.
2. Attempt all **FIVE** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

What is psychographic segmentation, and how do marketers use it in targeting different world markets?

(Total: 20 marks)

QUESTION 2

What is the significance of innovation in global marketing? Describe different categories of innovation with examples.

(Total: 20 marks)

QUESTION 3

Nestlé in Brazil is using door-to-door selling to reach low-income neighborhoods; Dell computers provide home delivery for its products; Avon is using sales representatives and other companies are using other methods to reach consumers. Describe the advantages and disadvantages of different channels that can be used for reaching the customers.

(Total: 20 marks)

QUESTION 4

A number of factors must be taken into account when determining the extent to which promotion must be localized. List and describe those factors giving examples.

(Total: 20 marks)

QUESTION 5

How does domestic rivalry differ from foreign rivalry? Please discuss in detail.

(Total: 20 marks)

End of Paper